



GOVERNOR ARNOLD SCHWARZENEGGER

May 25, 2004

Dear California Leaders,

Recent increases in gasoline and diesel fuel prices have hit everyone in the pocketbook. California businesses have been hit especially hard. Higher fuel prices mean higher operating costs and increases in prices for food, merchandise and services.

Fortunately, we are not powerless. Over the past several years, we “flexed our power” and demonstrated that by working together, we can conserve significant amounts of energy. One out of every three California households, and more than one quarter of all businesses, saved more than 20% on their electricity bills. Together we saved hundreds of millions of dollars. Now we need to broaden this effort to conserve gasoline. I am writing to ask you and your company to participate in “Flex Your Power...at the Pump” by committing to several easy actions.

- 1) Adopt fuel-efficient operations.
- 2) Educate your employees about how to save energy.
- 3) Educate the public about how to save energy.

By conserving energy (gasoline and electricity) we help the economy and save money...and it is good for the environment.

As we approach the summer months, I urge you to join other business leaders, state and local elected officials, and community organizations by committing to these voluntary measures to reduce California’s energy demand.

Please return the enclosed declaration and help “Keep California Rolling.”

Sincerely,

A handwritten signature in black ink, reading "Arnold Schwarzenegger". The signature is stylized with a large, flowing 'A' and a cursive 'S'.

Arnold Schwarzenegger